

# WATCH WHAT NEW PARLIAMENT DOES TO YOUR NUMBERS.



We've given Parliament a new look, with fresh new ads and new point-of-sale materials.

It's part of a new idea that aggressively positions Parliament in the fast-growing low-tar market, for a boost in the numbers that count.

Your sales numbers.

But new ideas and new look aside, one very important thing will never change: Parliament's quality.

Because, with so many new brands flooding the consumer "There's a lot more to choosing a low-tar cigarette than just picking a number."

9 12 10  
14 7 5 8  
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PHILIP MORRIS

Year after year, Philip Morris outgrows the rest of the industry combined.

